

## WELL C.C. Minutes, Nov. 14, 2011

Present: CC members Peter, Kimbal, Madge, Holly, Bill, April; and guests Beth Riedel and Tim Rice  
Holly facilitated; minutes by Madge

1. **Minutes:** Minutes of Sept. 19 and Oct. 17 were approved.
2. **Election of Officers:** April is welcomed as new member of CC. (Note: We need to have one CC member run again in Spring.) The following officers were elected and also designated as check-signers in addition to Monique Owen:
  - Peter Norris, President
  - Kimbal Dodge, Treasurer
  - Madge Strong, SecretaryMadge will do paperwork and we'll all need to visit the Savings Bank to complete bank signature cards.
3. **Budget, Financial, Office, Web:** The 2012 budget was adopted with one change: reducing annual phone costs from \$800 to \$350. We cut AT&T by going to measured local calls and eliminating long distance and message services. (Tim helped get our existing phone answering function working.) This change results in a net of \$355 for the year.
  - Madge will work with Freddie and Monique to make bookkeeping categories more consistent and useful. Peter and Pat are following up on newsletter ad sales, including potential new advertisers.
  - Madge is updating Bylaws to be posted on website and also setting up a binder in office with Bylaws, meeting notes, newsletters etc.
  - Madge has asked Mo to come in at least once every two weeks to keep up with bookkeeping, database & filing tasks. Mo: print updated member list. Kimbal continue to check emails and phone message.
  - We voted to renew our web domain names for well95490.org and .com for one year, and to discontinue well95490.info. Roger or Harry should check that the .com forwards automatically to .org.
  - Peter notes a new website [www.mendocinosolidarity.org](http://www.mendocinosolidarity.org) that will be a directory of local groups on sustainability issues and "occupy" movement. Consensus was we should be listed (free).
  - Peter will help with updating our Facebook page and check with Harry on how to help administer/update our website.
4. **'Building an Ark' Report:** This event had good, timely, well-presented information, but not large attendance (about 40). Madge sent thank-you's to the presenters and they reviewed the newsletter article. She'll also send the article to TWN. For future such events, we should personally invite City Council and staff and TWN reporters.

It's suggested we follow up with an "emergency kit" preparation day, possibly save by ordering supplies collectively and/or through local merchants. "Building a lifeboat" also includes neighborhood connections. These ideas can be part of our brainstorm session.

5. **Community Potluck & Brainstorm, Nov. 20:** Madge will do another round of PR (emails, etc.) Holly will facilitate, setting time limits and the tone of all ideas welcome/ no negative feedback. Kimbal will see if the Grange has a white board; if not, maybe borrow Tim's easel. We discussed whether potluck should be before or after the meeting, but it's already on the PR as before.
6. **CC Potluck and 2012 Planning, Dec. 18:** We'll have planning from 4-6, potluck, and then maybe more planning, at Madge's house. Invited include: CC, Jane, Pat, Tim, Beth, Jennifer, Harry, Monique.
7. **WELL "State of the Union":** Holly will write up something for Jan.-Feb. newsletter – achievements, plans, etc. – and for wider distribution. Madge notes we are also supposed to report on WELL finances annually – will write something for newsletter.
8. **Occupy/99% Movement:** Many of the issues dovetail with WELL's concerns. Issues and actions of this movement are often misrepresented in the mainstream media. Should or how should WELL interact? Peter will write up thoughts for CC review to open this dialog, possibly for next newsletter.
9. **Label GMOs Initiative:** Peter & others plan to volunteer on this statewide initiative that will launch in January. We can inform members, but are not taking a position at this time.
10. **Local First Update:** Madge reports the committee is very active. Besides the Hometown events, they are now planning collective radio ads for Willits downtown. Madge &/or Holly will stay involved.
11. **Other:**
  - Mason & Cate going-away is party uncertain. We'll invite them Dec. 18.
  - Richard Heinberg will speak Dec. 1<sup>st</sup> at Mendocino Comm'ty Rec Center.
  - The State Grange is granting \$110,000 for an agriculture school based in Santa Cruz, with Willits as the field demo site. LL Grange also is devoting funds to remodel and is hosting next year's state Grange meeting.

Next CC meetings: Dec. 18 planning session; Jan. 16<sup>th</sup>, Kimbal facilitating. (We'll review whether 3<sup>rd</sup> Monday evenings are best time or not.)

## **TO DO LIST – from CoCom 11-14-11**

Madge et al - Do new bank signature cards  
Monique – Print out updated member list; maintain books, database, etc.  
Madge, Peter – Improve computer & paper files; office binder  
Kimbal – Continue to check email & phone messages  
Peter & Pat – Follow-up on ad sales  
Peter - Log in as administrator on website; add us to [mendocinosolidarity.org](http://mendocinosolidarity.org)  
Holly/Laura/Peter – Update Facebook  
Beth – Improve membership renewal system?  
Madge/Holly - Stay involved in “local first” efforts  
Madge/Freddie – Review bookkeeping for optimum usefulness  
Roger – Renew .org and .com domain names; be sure .com goes to .org  
Madge – Send “Ark” article to TWN  
Madge – Email reminders about Potluck/Brainstorm event  
Kimbal – Arrange for white board or easel  
Madge – Do invites for Dec. 18 CC session  
Holly – Write up “WELL State of the Union” for newsletter & beyond  
Madge – Write up finance report for newsletter  
Peter – Write up re: 99%/Occupy movement

### **Items for Next CC:**

Have one “new” CC member run again in Spring  
Review meeting time

### **Add to an Events procedure list:**

Reserve site  
Posters, PSAs, Emails, etc.  
Invite City Council & staff; invite TWN  
Set-up & clean-up  
Send thank you's  
Do follow-up article for newsletter and TWN